

US Army Accessions Support Brigade

“Connecting America’s People with America’s Army”



ARMY STRONG.®

Colonel Mark Rado



Accessions Support Brigade

Connecting America's People With America's Army



MISSION SUPPORT BATTALION

Fort Knox, Kentucky



ARMY MARKSMANSHIP UNIT

Fort Benning, Georgia



ARMY PARACHUTE TEAM

Fort Bragg, North Carolina



Mission

The Accessions Support Brigade supports USAREC, USACC, and USAR by maximizing leads and positive Army impressions to ensure the U.S. Army accomplishes its enlisted, warrant officer, and officer recruiting mission.

METL

- **Provide relevant and responsive support to USAAC, USAREC, USACC, and the Rest of the Army**
- **Command and Control ASB Assets**
 - **Sustain the Force, materiel sustainment/upgrade and competitions**

Accessions Support Brigade



Connecting America's People to America's Army



ASB Organization

Brigade

BDE HQs

2010 TDA

2010 TDA

13

OFF 3

OFF 6

W/O 0

183

ENL 4

W/O 87

CIV 17

ENL 289

Total 24

CIV

Cont 6

Tota

.

Mission Support Battalion

(19 Mobile / 4 Fixed Assets)
(1 Govt Owned, Contractor Operated Facility)

Fort Knox

US Army Marksmanship Unit

(6 Comp Teams / Custom Firearms Shop)

Fort Benning

US Army Parachute Team

(2 Demo / 2 Comp / 1 Tandem Teams)
(5 Fixed Wing Aircraft)

Fort Bragg

ASB

Fort Knox

Virtual Army Experience Accessions Distribution Center Managed Unit Product Account Drill Sergeant Program

Accessions Support Brigade

Mission Support Battalion

- Conducts mobile and fixed exhibits in support of Army Accessions
- Manufactures specialized marketing products

Army Parachute Team - Golden Knights

- Conducts demonstration and tandem jumps to promote the Army
- Competes in parachuting competition at national and international level
- Conducts military free fall training, parachuting research, and development

Army Marksmanship Unit

- Conducts demonstrations, exhibitions, and competitions to promote the Army
- Provides advanced marksmanship shooting instruction to the force
- Conducts equipment research and development
- Competes in marksmanship competitions at the national and international level to include the Olympics





Drill Sergeant Exhibitor Program



- **Active Basic Training Drill Sergeants selected for six month tour of duty. TDY paid by USAAC. Soldiers travel from home station to events.**

- Specifically selected as positive role models and are prepared to:

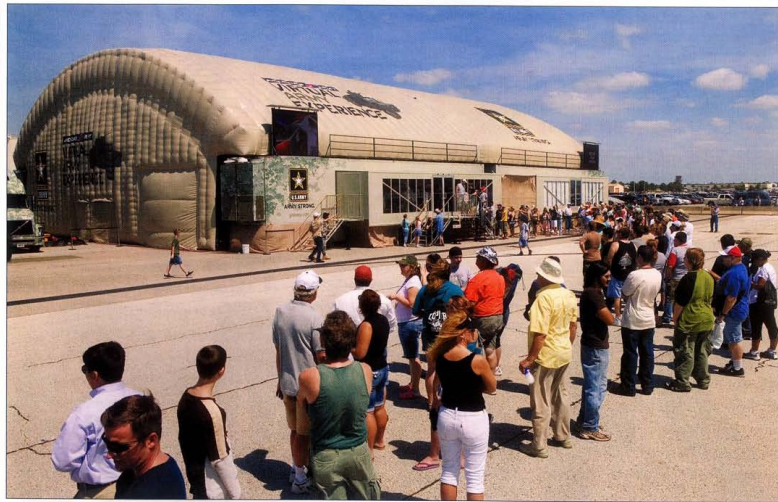
- Tell their Army Story, relate Army Values to today's youth, and discuss how the values apply to everyday life and a successful career.
- Stress the benefits of education and discuss the importance of setting and reaching goals.
- Conduct physical education classes where students can experience Army physical training.
- Give a personal "hands on" glimpse of Basic Training. Discuss benefits of military service.
- Provide team building activities; including challenge events, designed to motivate, illustrate the importance team work and enhance self esteem.
- Engage students on the topic of leadership.
- Participate in media events; interact with event sponsors.
- Available for and have supported conventions and events such as Planning for Life, Future Farmers of America, Skills USA, All American Bowl, ROTC and JROTC events, NASCAR, NHRA, air and auto shows, and have conducted various high school events to include classroom presentations, physical training, pep rallies

- Testimonials:

- "Educators valued the attendance of DS (name removed), and had the opportunity to meet a real Drill Sergeant. 12 faculty requested we come back for the next teacher-inservice to give a class on M2S. Principal was THRILLED and appreciative for our attendance and everyone shared great fellowship over subs, fried chicken and DS (name removed)!" – BN ESS; Marcos De Niza HS, Tempe, AZ
- "DS (name removed) adapted his presentation for the various ages in the audience and used a disruptive student to illustrate the importance of respect. The teacher was impressed." Recruiter, Milwaukee Rctg Bn
- "DS (name removed) did a great job. He is welcome in my AO at anytime . . . He was the highlight of my Future Soldier function!" Company Cdr, Nashville Rctg Bn
- "Even students against the military loved the presentation and put on surveys that they were impressed by the information DS (name removed) provided."



The Virtual Army Experience



"It gives you an idea of what is going on over there. You get an understanding of what our soldiers are doing."
- Muskogee Phoenix, October 29, 2007

"Kind of makes me want to join the Army. I kinda' liked it. It makes me think of how people over in Iraq are doing. I have more appreciation for them people."
- WTVY News 4 (CBS), March 23, 2007

Marketing Assets

Accessions Support Brigade

MSBn

IS x 4
AS x 5
AMT x 2
MEV x 6
NHRA x 2 personnel
NSC x 2
NCD Systems x 8
NCD Exhibitors x 5
OCC Chopper x 1

AMU

Service Rifle
International Rifle
Service Pistol
International Pistol
Shotgun
Action Shooting
Olympians

APT

Demo Team x 2
Tandem Team x 1
Comp Team x 2

HQ
Accessions Distribution Center
Managed Unit Program Account
Drill Sergeant Mobile Exhibitor Program

G-7 Momentum

SIA Alpha SIA Bravo SIA Charlie SIA Delta

Robotics
Physical Fitness
Guitar Hero
Aviation
Rockwall
Leadership
Defender
Javelin Sim
Dog Tags

Robotics
Physical Fitness
Guitar Hero
Aviation
Rockwall
Defender
Leadership
TOWS-ITAS Sim
Dog Tags

Robotics
Physical Fitness
Guitar Hero
Aviation
Rockwall
Leadership
Defender
Javelin Sim
Dog Tags

Robotics
Physical Fitness
Guitar Hero
Aviation
Defender
Rockwall
Leadership
TOWS-ITAS
Dog Tags

AAB

Showcars
NASCAR Showcar
NHRA Dragster

Carol H. Williams
HBCU Classics
BHM Exhibit

Weber Shandwick
Planning for Life

Casanova Pendrill
HCM

Other Army Units/Assets

Army Senior Leadership
McCann / Erickson
SF Team ICW SOF Semi
Future Soldiers
ROTC ROOs/Cadets
USMA Sports/Cadets
USAREC HRAP/SRAP
Agency Sports Figures
TAIR - AR/ARNG
AMEDD SME
Veterans Organizations
Silver Wings
101st ABN Parachute Team
Black Daggers
ANG Assets

The Virtual Army Experience

VAE Alpha

4 GMV HMMWVs
2 CROWS HMMWVs
2 UH-60 Blackhawk s
AA Game LAN & X-Box 360
VAE Echo

VAE Bravo

2 HMMWVs
1 UH-60 Blackhawk s
AA Game LAN & X-Box 360
VAE Apache
AH-64D Apache Longbow with Pilot and Gunner Positions

VAE Charlie

2 HMMWVs
1 UH-60 Blackhawk s
AA Game LAN & X-Box 360
Challenge Tour
AA Game LAN & X-Box 360
Packbot EOD Robot
Branded

VAE Delta

1 GMV HMMWVs
AA Game LAN & X-Box 360
AA Arcade Game
Branded H2
VAE Foxtrot
2 HMMWVs with 3 CROWS & 1 TOW-ITAS

USAREC

H3 x 96

RCW x 97

SORB

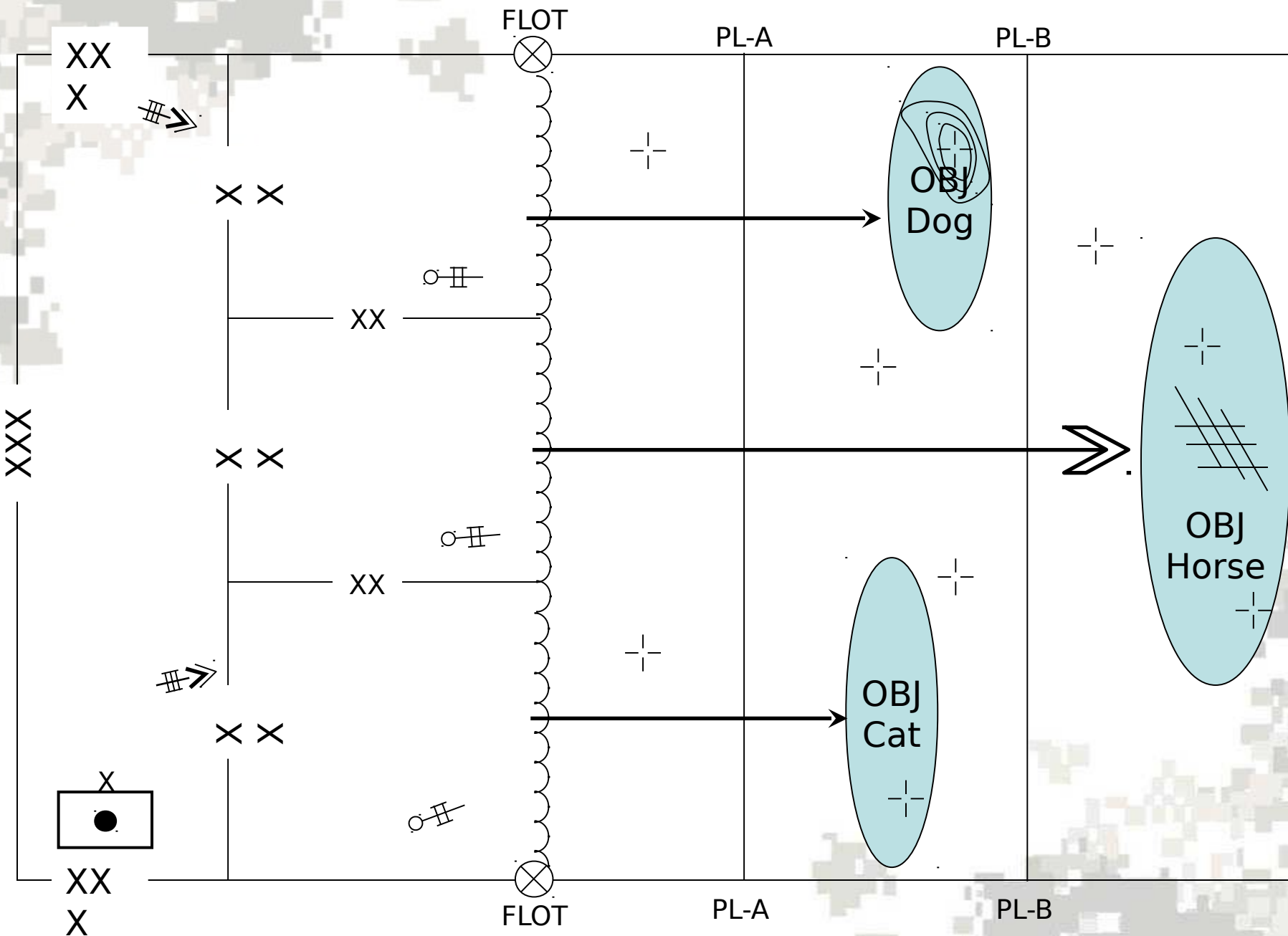
PaYS

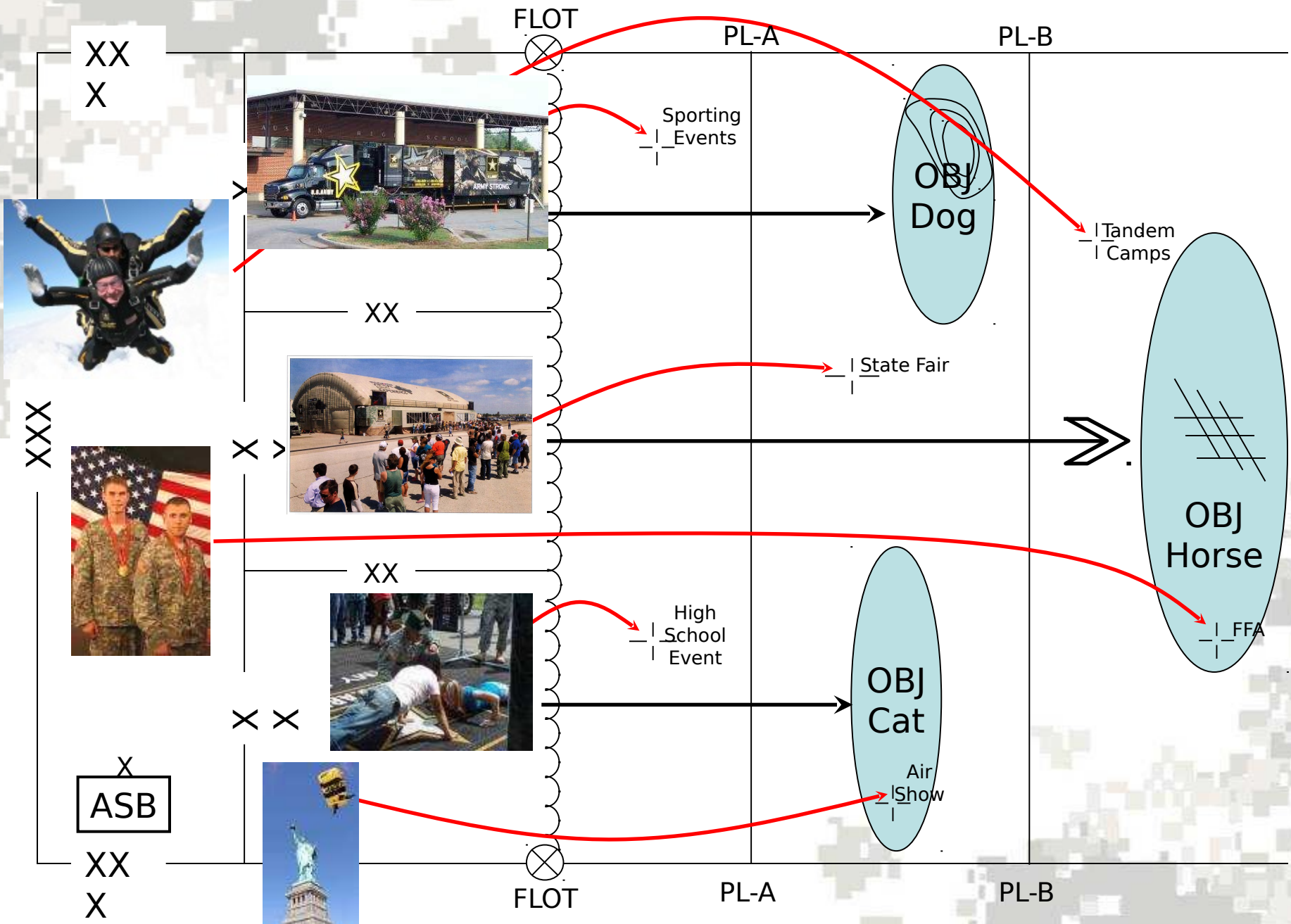
CW Singer - SFC

Buckley

OCPA / ABG

MDW Assets
Army Field Band
Jazz Ambassadors
TRADOC Band
WCAP
82nd Chorus
Army Avn Demo Teams
Soldier Show
Culinary Arts Team
Installation Vans
AR Bands..





Managed Unit Product Account (MUPA)

ARMY ROTC SCHOLARSHIPS



ARMY ROTC SCHOLARSHIPS
 ROTC offers a unique blend of scholarship and military training. ROTC students receive a full scholarship to cover tuition, fees, books, and room and board. ROTC students also receive a stipend for living expenses. ROTC students are trained to be leaders and are prepared to serve their country in the Army.

Scholarship Value
 ROTC offers a full scholarship to cover tuition, fees, books, and room and board. ROTC students also receive a stipend for living expenses. ROTC students are trained to be leaders and are prepared to serve their country in the Army.

Living Expenses
 ROTC offers a stipend for living expenses. ROTC students are trained to be leaders and are prepared to serve their country in the Army.

ARMY ROTC.COM

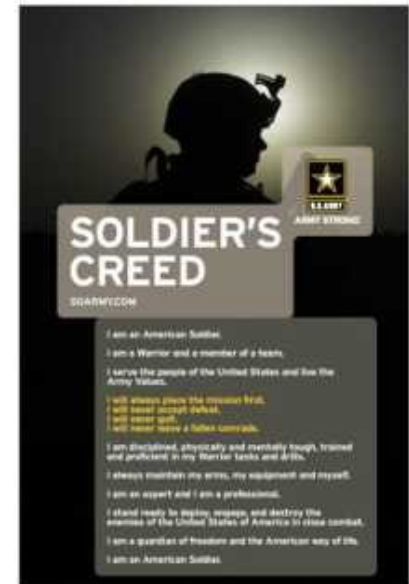
ARMY STRONG



WARRIOR ETHOS
 I WILL NEVER QUIT.

ARMY STRONG

GOARMY.COM



SOLDIER'S CREED
 GOARMY.COM

- 1. I am an American Soldier.
- 2. I am a Warrior and a member of a team.
- 3. I serve the people of the United States and live the Army Values.
- 4. I will always prove the military oath.
- 5. I will never accept defeat.
- 6. I will never quit.
- 7. I will never leave a fallen comrade.
- 8. I am disciplined, physically and mentally tough, trained and proficient in my warrior tasks and drills.
- 9. I always maintain my arms, my equipment and myself.
- 10. I am an expert and I am a professional.
- 11. I stand ready to defend, protect, and destroy the enemies of the United States of America in close combat.
- 12. I am a guardian of freedom and the American way of life.
- 13. I am an American Soldier.



WARRIOR ETHOS
 I WILL NEVER ACCEPT DEFEAT.

ARMY STRONG

GOARMY.COM



WARRIOR ETHOS
 I WILL ALWAYS PLACE THE MISSION FIRST.

ARMY STRONG

GOARMY.COM



WARRIOR ETHOS
 I WILL NEVER LEAVE A FALLEN COMRADE.

ARMY STRONG

GOARMY.COM

Accession Distribution Center

- Support USAREC, USACC, and OCAR through online Intranet ordering system for Recruiting Publicity Items (RPI), Personal Presentation Items (PPI), and Milestone Recognition Items (MRI)
- Stock over 570 items
- Process over 26,100 orders annually
- Support over 9,200 customers
- Process over 9,600 Future Soldier Kits to MEP States

**Over 155,000
boxes shipped
annually**



Awards

- **FY09: USAREC 8760**
- **USAAC 4977**
- **Ft. Jackson 720**
- **Items branded specifically for Units, Battalion, and Company level**



ASB - Overview Summary '09

MSBn

Special Purpose Facility

- **Cost: \$1,530,788.00**
- **Items Produced / Repaired:**
27,174

National Conventions Division

- **Events Supported: 94**
- **Cost: \$1,068,719.13**
- **Leads/Assists: 13,076**
- **Cost per Lead: \$81.73**

Mobile Exhibit Company

- **Events Supported:**
1,589
- **Cost:**
\$1,372,578.45

National Science Center

- **Cost per Lead:**
\$33.59
- **Elementary Schools: 84**
- **Middle Schools: 53**
- **High Schools: 24**
- **Cost: \$165,431.98**
- **Over 39K Students**

Drill Sergeant Exhibitor Program

- **301 Events**
 - **57 National Strategic**
 - **63 Regional / Local / Future Soldier**
 - **181 Events in High Schools**
- **\$257,468.76 (avg \$855.37 per Event)**
- **Multiple Live Radio / TV Interviews**
- **Increased ROI, Lead Generation for All Venues**
- **Enhances Recruiter Access in Local Schools**

ASB - Overview Summary '09 (co

AMU

93 Marksmanship Competitions within CONUS

Demonstrations/Clinics/Competition

- 11 Junior Clinics/Competitions
- 6 Open Clinics/Competitions
- 4 Future Soldier/Cadet

Demonstrations

- 1 All American Bowl
- 1 Army Strong Experience

8 Conventions/Expos/Shows/Fairs

TSDs

- 19 High School TSDs
- 4 College TSDs

11 COI Tours of AMU facilities

Media Exposure

- 4 Episodes on The Outdoor Channel's Shooting USA
- 6 Pro-tips mini-episodes on Shooting USA

APT

Demonstrations

- 68 Demonstrations
- 20 High School / University

TSDs

Tandem Camps

- 10 Tandem Camps
- 225 COIs

Competitions

- 14 Competitions
- World
 - 5 Silver Medals
 - 6 Bronze Medals
- National
 - 6 Gold Medals
 - 13 Silver Medals
 - 9 Bronze Medals

ROI

- 223M Impressions
- 558 Future Soldiers
- 9,070 Leads



QUESTIONS ?